

Do you want to be an exhibitor at the BWS BusinessRoadshows?

#BWSBusinessRoadshow is a one day event of culture, business conversation and lifestyle hosted by STV newsreader Rachel McTavish. Experience everything you love about **BWS Magazine**, brought to life with business advice and interviews with women in business.

#BWSBusinessRoadshow promotes women in business, encourages entrepreneurship leadership and confidence for women to grow and develop their skills. A day of business conversation and culture, spend some time investing in yourself, your business and career.

The **#BWSBusinessRoadshow** is for all women in business, an engaging event which helps to develop confidence in women to take their business to the next level, develop leadership capability and learn to manage others in business.

the facts...

Why Include Events in Your Marketing Mix?

Every business seeks to stand out from their competition and **BWSBusinessRoadshows** can help you do just that. Businesses need to seize every opportunity to start a relationship, generate goodwill and earn the trust of prospective buyers. A marketing mix that incorporates event marketing is critical to connecting with as many potential customers as possible.

Today's Buyer

Events offer a unique opportunity for buyers to interact with solution providers to get a first hand sense of a company's focus perspective and personality. If most of your company's marketing and presence is online, hosting events enables your company to make those connections.

The Impact of Events

BWS Roadshows are memorable and make an impact. **BWS Roadshows** have the power to create a lasting and powerful positive impression. People can come along to the BWS Roadshows and experience and interact with companies, while your business is participating in the event. Sponsorship is also a great way to network and strengthen your presence in the right market.

In a recent BtoB Magazine and Marketo survey, marketers were asked to name the goals of exhibiting.

The most common answers were for lead generation at **83%** and customer engagement at **72%**



don't underestimate the impact a handshake or
personal meeting can make on a prospect or customer.

exhibitors



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Reasons to be an exhibitor at the BWS live event

Companies have chosen to exhibit at the **BWS Roadshows** for many reasons... here are just a few.

- 1 Branding and awareness**
align with other brands that are also participating in the BWS Roadshows
- 2 Generating leads**
to generate more leads and interact with a group of prospects that already have an interest in who you are and what you do.
- 3 Engaging with prospects and existing customers**
- 4 Educating attendees**
people attend BWS Roadshow events to network and be inspired and educated.

The **BWSBusinessRoadshow** is in three parts, you can attend all day or come along for different sessions. Starting at 08:30 for coffee, first talk at 9:05, event closes at 16:00hrs. The agenda for each roadshow in Aberdeen, Edinburgh, Glasgow and the Border as follows:.



Part 1 - Learning Labs

Three great speakers for each BWSBusinessRoadshow leaving you with new skills to implement and use in your business.



Part 2 - BWSBusinessLunch

A motivational business woman is invited be our guest lunch speaker, interview with our MC Rachel Mctavish



Part 3 - Business

2 sessions in the afternoon with business leaders.

What you get as an exhibitor at the BWS Roadshows

- Exhibitors table clothed,
- Free power and wifi.
- 30 free tickets for the event.
- Promotion on the BWS website as an exhibitor.

The cost for BWSmembers to exhibit £150 + vat

Information about the exhibitor is included on the BWS website

The target market...

Exhibitors have gained **new clients** and **increased sales** from exhibiting at **BWSBusinessRoadshow**, making lots of **connections** from the relaxed event atmosphere. **new**

Your Rates

BWS Members rate £150 + VAT

Non Members rate £295 + VAT



Further information about becoming a sponsor available online

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